

STATINTL

Executive Registry
10-667

January 28, 1958.

Mr. Allen W. Dulles
2723, Q Street, N.W.
Washington 7, D. C.

Dear Sir:

I am taking the liberty of approaching you in connection of a problem that seems to be very much speculative.

I would like to call your attention to an article in the New York Times Magazine of January 12, 1958. The article "The most Hidden Persuasion" by Gay Talese, reports once more on the impressive results obtained in influencing television and cinema audience by subliminal advertizing , using visual signals that are consciously not perceptible. The article reports on tests conducted in a New Jersey cinema, and by the BBC.

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I do know very little about engineering, but having worked on evaluation of the Voice of America broadcasts to the Soviet Union and [redacted]

[redacted] I am conscious of the

problems connected with broadcasting behind the Iron Curtain.

I do not think that the advertising companies, which are conducting research on subliminal visual signals are paying too much attention to subaudible signals, because of the simple fact that one just cannot turn a deaf ear to audible advertizing, as one can do

television.

I think it would be worth while to explore the possibilities of radio transmitting of subliminal sound transmission with respective specialists. Theoretical the possibilities would lie in the intensity of sound, and in the range of sound waves perceptible for common ear. Something can be done in modulating the later frequencies into perceptible ones.

If subliminal radio broadcasting lies in the limits of feasibility, a very effective and editorially inexpensive way of counteracting Soviet broadcasting would be at hand. It could be applied, for example, in filling up short intervals in the Soviet own broadcasts with heckling, or again filling ones own broadcasts with appeals, otherwise not to be taken off guard. Knowledge about subliminal audio perception can be used, depending of what stage the cold war takes in the future.

In the knowledge, how imperceptible sound waves are employed in alarm systems, I would, dear Sir, to recommend the whole question, vague and speculative as it is, to your attention.

Respectfully yours

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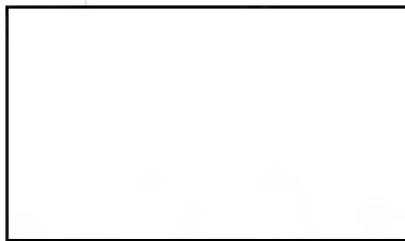
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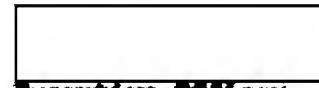
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Mr. Dulles has asked me to thank you for your kind letter of 26 January 1958.

The general subject of subliminal registration, to which you referred, is not of primary interest to the CIA; however, we are aware of the matter.

Sincerely,



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Executive Officer

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DDP/SR/COP/ [redacted] In: 1s 7 March 1958
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